

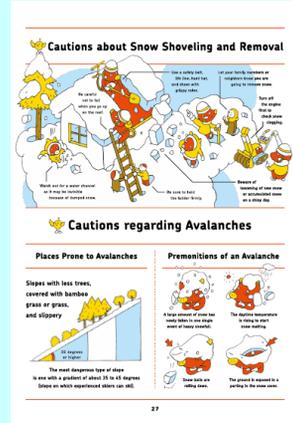
Sonafuku Note Manual

We created “Sonafuku Note,” an abbreviation of “Sonaeru Fukushima Note,” a Fukushima Prefecture disaster risk reduction (DRR) guide book on the necessity of “preparation” on a routine basis against various disasters and the importance of “protection” in case of a disaster.

Bekotaro teaches important things.

The guide book was supervised by Michihiko Yanai, a creative director in Fukushima Prefecture and designed by Bunpei Yorifuji, a graphic designer, so that the book can be read by a variety of people ranging from children to elderly people.

Bekotaro, the character who made a debut in “Fukushima Map,” an integrated information magazine of the prefecture, teaches important things to remember at the time of disaster.



Comments on Sonafuku Note

Mr. Michihiko Yanai, creative director in Fukushima Prefecture

Confirmation, preparation, helping each other, and compassion are important for protecting yourself at the time of various disasters.

I asked Mr. Bunpei Yorifuji to design the book and Bekotaro to be a guide like in “Fukushima Map,” an integrated information magazine of the prefecture, so that everyone can share important things easily. I hope every home will have a copy of this book.

Please call the book “Sonafuku Note.”

Mr. Bunpei Yorifuji, graphic designer

People have to prepare well because Fukushima has the sea, mountains, and other things.

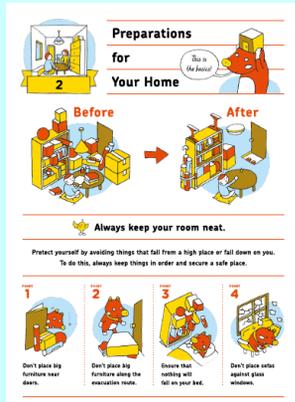
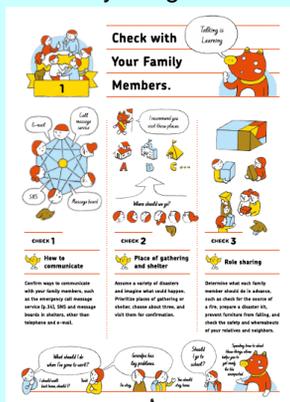
With that on my mind, I designed the book so that everyone can look at the pictures and easily understand the concept of disaster risk reduction.

Look out for Bekotaro playing a major role like in “Fukushima Map.”

The concept consists of “preparation” and “protection.”

“Preparation”

It is important to first prepare against various disasters. Be sure to talk with your family members about necessary things.



“Protection”

Confirm the actions and measures you will take in case of a disaster and protect your family and yourself.

